

# Demand a fair fight

*Campaigns can be highly critical and hard-hitting...and still honest, fair and respectful.*

Staying true to a code of ethics and values does not mean that a candidate is limited to only saying nice things — or nothing — about the opponent. Half of all voters complain they don’t have enough information on which to base their vote. Honest campaigns give voters facts and context, not half-truths or no truths. Fair campaigns raise issues relevant to the job, not personal or petty attacks. Respectful campaigns never forget that the opponent is a human being and a neighbor who wants to do public service. Respect does not look like “win at all costs” or “crush the competition.”

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| <p><b>Fair</b></p> <p><i>Criticism of a voting record</i></p> <p><i>Criticism of a policy position</i></p> <p><i>Comparison of candidates’ experience</i></p> <p><i>Questions about leadership ability</i></p> |  | <p><b>Unfair</b></p> <p><i>Personal attacks</i></p> <p><i>Rumors and innuendo</i></p> <p><i>Distortions and lies</i></p> <p><i>Unsubstantiated charges of misconduct</i></p> |
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## Show us the money

### Campaign Disclosure Statements

Every candidate for public office in California is required to file periodic campaign disclosure statements that list personal financial information and sources of campaign contributions. Any contribution of \$100 or more must include the name, address and employer of the contributor.

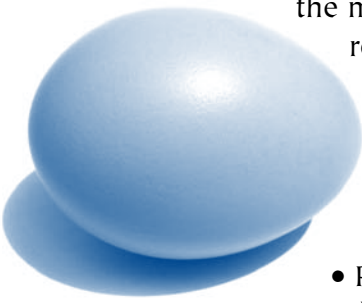
### Voluntary Campaign Expenditure Limit

In 2000, the City of Santa Clara enacted a voluntary campaign expenditure ordinance. If a candidate agreed to stay within a campaign spending limitation, the candidate could accept campaign contributions from a single source of up to \$500 and the City pays half the cost of the candidate’s statement of qualifications printed in the ballot pamphlet. If the candidate did not agree, contributions were limited to a maximum of \$250 from a single source and the candidate must pay 100% of the cost of having a statement of qualification printed in the ballot pamphlet (about \$2100).

The original expenditure maximum was \$25,000 and is adjusted for cost of living increases. For the November, 2006 election, the voluntary maximum expenditure is \$29,300. Candidates who have agreed to abide by the voluntary campaign expenditure ordinance are listed on the City’s website at [www.ci.santa-clara.ca.us](http://www.ci.santa-clara.ca.us) and a list is available at the City Clerk’s Office at City Hall, 1500 Warburton Ave.

## Which comes first – Trust and confidence in government? Or satisfaction with City services?

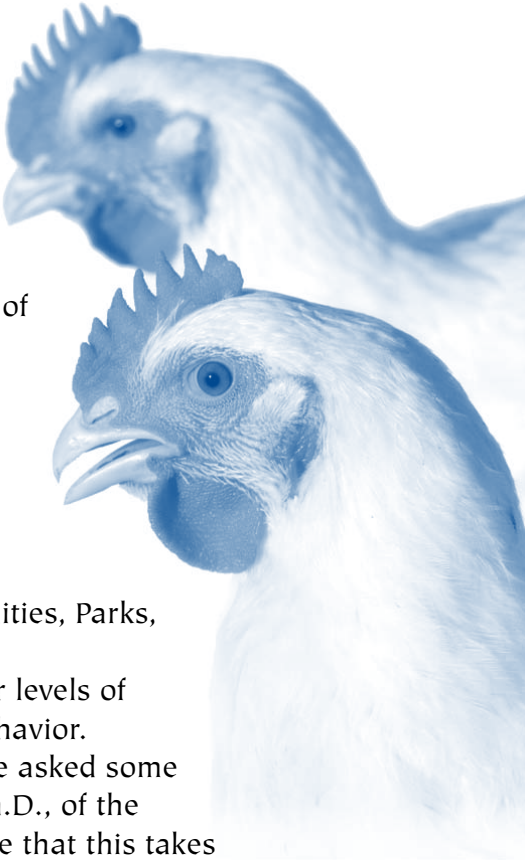
Public trust in City officials is strongly related to the ratings residents give to City services and their perceptions about quality of life in Santa Clara. The more satisfied a resident is with City services, the more trust the resident has that City officials are operating with the best interests of residents at heart. Survey results show the reverse is also true.



- Santa Clara can feel good that most residents who participated in the survey said that they:
- Have pride in the City and feel it is “going in the right direction.”
  - Believe that the City is a safe place, a good place to raise a family or conduct business, a good place to retire and to spend leisure time.
  - Perceive the City to be, overall, a good place to live.
  - Evaluate very highly many City departments and services including Library, Fire, Utilities, Parks, Recreation, Police, Garbage, Streets, Permits, and Code Enforcement.

The survey showed that the public has concerns about the performance and ethics of officials at other levels of government – especially federal and state – but that most residents highly rate City leaders for ethical behavior.

“The City Council and the City Manager supported an open, honest, and impartial survey in which we asked some tough questions that could have generated answers they didn’t want to hear,” said Thomas E. Shanks, Ph.D., of the Santa Clara University survey research team. “Residents should expect nothing less, but should recognize that this takes courage and character.”



Many political mailers arrive the weekend before Election Day. Their timing may be part of a strategy to gain top of mind awareness in voters immediately before they head to the polls. But occasionally, these last minute mailers have a different purpose – they make unsubstantiated negative charges about an opponent, knowing there is no time for that candidate to respond.



## Last minute mailings

Last minute mailers should receive careful reading and thoughtful consideration. What is the purpose of the mailer? Is it for you to remember a candidate’s name and qualifications as you approach the ballot box? Or is it to make last-minute, unfair negative comments about an opponent? “The Final Word” Candidates Forum on November 6 will focus on these mailings.